



# Collaborative television

FSNE + WIC +



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# Why is the program needed?



WIC and FSNE nutrition education are good  
...but they aren't enough

- ☞ Time is ***short***
- ☞ Staff is ***short***
- ☞ Messages are ***many...***
- ☞ Audience is ***SQUIRMY***

# Why television?



- Programs can air at different times
- Shows can air more than once
- Counteract food marketing
- TV is perceived as *fun*

# Barriers to using TV



- ☞ \$1,000 per minute for production
- ☞ Production is time consuming
- ☞ Where to air?
- ☞ Air time is costly
- ☞ Targeting your audience may be tricky

# Let's dream



- Find a partner
- One of you describes your dream TV show
  - Who: your agency's audience
  - What: your state's SNAP message
- The other asks clarifying questions
- Switch roles

# Our project partners



- USDA FNS (FSNE funding)
- NM Human Services Department,  
Income Support Division
- New Mexico State University  
Cooperative Extension Service
- NM WIC
- NM Farmers' Markets
- KAZQ TV-32

# Project personnel



- Martha Archuleta, Extension food and nutrition specialist
- Kari Bachman, Extension nutrition education program coordinator
- Deanna Torres, NM WIC nutrition coordinator
- Mary Meyer, WIC administrator District III
- Jeff Helmers, KAZQ TV-32 assistant manager

# KAZQ TV-32



- Located in Albuquerque
- Signal reaches 900,000 people
- Noncommercial educational station (NCE)
- Devotional, educational and family entertainment programming
- Sister commercial station

# The contract



## What we got...

- Studio time and staff
- Editing (nonlinear)
- Aired twice a week for one year
- PSAs broadcast throughout the day
- Edited programs
- Raw footage

## What we paid...

- \$200 per week

# Three years with KAZO



Long Live *la Familia*

26 episodes (½ English, ½ Spanish)

WIC Healthy Families

4 episodes

VIGA

10 episodes

# Long Live *la Familia*



- Nutrition soap operas
- Educational video converted to stand-alone format
- Taped each episode separately in English and Spanish
- Food preparation
- No other talent

# WIC Healthy Families



- Extensive brainstorming period
- Entirely new episodes
- Model healthy parent-child interaction
- Complex production
- Different talent each time

*-Physical activity*

*-Cooking*

*-Making baby food*

*-Breastfeeding*

# VIGA



**Vegetables in Great Abundance**

Produce at farmers' markets

5 markets in ABQ area

WIC Farmers' Market Nutrition Program

\$20 in vouchers each year

Interviews with vendors

Food preparation in studio

Vegetable cards

# Refine your dream



- Find a new partner
- Describe your dream TV show again
- Refine each dream by asking clarifying questions
- Remember to listen!

# Challenges



- Geography
- Editing
- Television vs. education philosophy
- Determining audience reach
- Subject matter oversight

# Taking the dream home



- Write down two steps you will take to pursue your dream TV show when you return home
- Share them with your first partner

# More ideas for how *you* can do it



- ☞ Contact other FNS providers
- ☞ Incorporate into SNAP plan
- ☞ Search out NCEs in your state
- ☞ Air your programs elsewhere
  - Public access, public TV
- ☞ Show the videos in your clinics
- ☞ Loan videos out to clients
- ☞ Air our programs with your tag line

**Explore participatory media  
development!**



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